

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 06530 301625Z

44

ACTION EUR-12

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INFO SECSTATE WASHDC 6448

UNCLAS STOCKHOLM 6530

FOR BIC/OED

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: COMMERCIAL PROGRAM: ASSISTANCE TO SWEDISH FIRM

1. MR ANDERS DANIELSSON OF BRODERNA DANIELSSON AB, BOX 11045, S-161 11 BROMMA HAS ASKED THE EMBASSY FOR ASSISTANCE IN GETTING IN TOUCH WITH THE NATIONAL ASSOCIATION OF METAL NAME PLATE MANUFACTURERS INC., 1000 VERMONT AVE N.W. WASHINGTON, D.C. 20005. MR DANIELSSON, WHO HAS WRITTEN THIS ASSOCIATION SEVERAL TIMES WITHOUT OBTAINING A REPLY, WOULD LIKE TO KNOW WHEN THE ANNUAL MEETING OF THE ASSOCIATION WILL TAKE PLACE IN 1976. IT IS APPARENTLY USUALLY HELD JANUARY OR FEBRUARY, AND SINCE MR DANIELSSON PLANS TO VISIT THE US EARLY THIS SPRING, HE WOULD APPRECIATE AN INVITATION TO PARTICIPATE IN OR ATTEND THIS MEETING.

2. BRODERNA DANIELSSON AB IS A MEDIUM-SIZED WELL-ESTABLISHED MANUFACTURER OF TRAFFIC SIGNS, METAL PANELS, AND METAL PLATES. THE PURPOSE OF MR DANIELSSON'S BUSINESS TRIP IS TO SEEK JOINT VENTURE PARTNERS AS WELL AS US SUPPLIERS OF PRODUCTS WHICH WILL FIT INTO THE SWEDISH FIRM'S SALES PROGRAM. A FORMAL COMMERCIAL INVITATION WILL BE ISSUED AS SOON AS MR DANIELSSON'S ITINERARY HAS BEEN ESTABLISHED.

3. COMMERCE'S ASSISTANCE IN THIS MATTER IS MUCH APPRECIATED.

STRAUSZ-HUPE

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NNN

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